



WPTV

ORDER

Print Date 08/21/12

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Flight Dates 08/13/12-08/19/12

Contract / Revision 307257 /

Original Date / Revision
08/07/12 08/20/12

Advertiser Loudsauce

Agency Buying Time LLC

Buying Contact

650 Massachusetts Avenue NW - S
Washington, DC 20001Product
LoudSauce

Agency Com 15%

Billing Contact

650 Massachusetts Avenue NW - S
Washington, DC 20001

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 2029

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	17	\$16,638.75	\$19,575.00	0.00
Totals	17	\$16,638.75	\$19,575.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/19/12	17	\$16,638.75	\$19,575.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	08/13/12	08/17/12	M-F 7-9a M-F 7-9a	CM	7-9a	11121--	:30	6	\$1,800.00	P-2	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	11121--		6		\$1,800.00		0.00					
N 2	WPTV	08/13/12	08/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	11111--		5		\$800.00		0.00					



Hiatus Dates

Order Sep 00:20:00

Estimate # **2029**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 2	WPTV	08/13/12	08/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$800.00	P-2	0.00 NM	4	\$3,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/13/12	08/19/12	11111--	5		\$800.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
4	WPTV	08/13/12-08/19/12		M-F 5-530p	5-530p		MTWThF----	:30		(\$800.00)	0.00	NM			
Credited dollars to be used for productin cost															
N 3	WPTV	08/13/12	08/17/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$850.00	P-2	0.00 NM	5	\$4,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/13/12	08/19/12	11111--	5		\$850.00	0.00							
N 4	WPTV	08/13/12	08/17/12	M-F 530-6p M-F 558-6p	CM	558-6p (5:56 PM-5:59 PM)	MTWTF--	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00	
PLEASE PLACE SPOT IN LAST POSITION OF 53OP NEWS GOING INTO TO 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/13/12	08/19/12	MTWTF--	1		\$1,200.00	0.00							
N 5	WPTV	08/19/12	08/19/12	Production Production	NON	5a-5x	-----S	:01	1	\$125.00	P-3	0.00 NS	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/13/12	08/19/12	-----S	1		\$125.00	0.00							
Totals													17	\$19,575.00	